



BC Rich

B.C.



ULTRAVIOLET

BLUE GREEN PEARL

RUDE PINK

BLUE

CHERRY SUNBURST

RICH



RICH

RICH

B.C.

RICH BICH features our one piece through the body heeless construction maple neck with koa body or a maple neck with maple body. A 24 fret, 2 octave rosewood fingerboard with genuine mother of pearl cloud position markers accent the rosewood headplate with mother of pearl R logo on headstock. Easy access tuning: the E, A, D, G, B, E tune on the head while the octave D and G and the unison B and E tune at the butt. Standard hardware and electronics include: B.C. Rich Quadmatic® Brass Bridge, brass truss rod cover, brass pick up frames, Grover Imperial 109 C machine heads, Straplok System, genuine bone nut, 24% nickle frets. Master volume, rhythm pick up volume, pick up selector, twin pre-amps with preset for each, six position varitone, phase switch, dual sound switches, and master tone set. Standard pick ups are DiMarzio PAF, Super Two or Bill Lawrence L-500.

RICH BICH BASS features the one piece maple neck with koa body and rosewood headplate and 24 fret, 2 octave, rosewood fingerboard. Genuine mother of pearl cloud position markers and R logo inlay. Easy access tuning: The E, A, D, and G tune on the head while the octaves tune at the butt. And the new bridge features eight individual string saddles for precise tuning and intonation. Standard hardware includes Grover 145 C machines on headstock and Grover 109 C machines at the butt. Brass truss rod cover, genuine bone nut, 24% nickle frets, and Straplok System. Electronic features are the same as the Rich Bich, and include Bill Lawrence or DiMarzio "P" bass type pick ups.



BICH DOUBLENECK 12 and 6 string guitar features our heeless one piece necks in maple with koa or maple body, 24 fret, 2 octave rosewood fingerboards and rosewood headplates. Easy access tuning: on the twelve string the E, A, D, G, B, E tune on the headstock and the octaves and unisons tune at the butt. Hardware and inlay features are the same as the RICH BICH. The Double-neck features individual electronics for each neck and may be pre-set via the neck selector switch. The twelve string features our standard circuit and the six string features the RICH BICH circuit.

BICH DOUBLENECK BASS A new addition to B.C. Rich this year is the 8 and 4 string Doubleneck Bass. Available features include maple necks with koa body, rosewood 24 fret, 2 octave fingerboards and headplates. Hardware and inlay features are the same as the RICH BICH BASS. Electronics include: Neck selector switch, pick up selector switch, master volume control, rhythm pick up volume control, six position varitone, twin preamps with preset for each, and master tone control.



RICH



SUPREME Available in the Mockingbird or Eagle body styles, the supreme comes with a koa neck and body with maple stripes or maple neck and body with rosewood stripes. The 24 fret, 2 octave, ebony fingerboard and rosewood headstock are bound in white celluloid. Position markers are genuine mother of pearl cloud shape inlay as is the R logo on the headstock. Hardware features include: B.C. RICH QUADMATIC® BRASS Bridge, brass truss rod cover, genuine bone nut, Grover Imperial 109 C machine heads, 24% nickle frets, and Straplok System. Electronics include our standard circuit; Master volume, pick up selector, six position varitone, preamp with preset controls, phase switch, dual sound switches, and master tone. DiMarzio PAF, Super Two or Bill Lawrence L-500 pick ups.



MOCKINGBIRD STANDARD Our standard Mockingbird guitar is available in maple neck and body with rosewood stripes or koa neck and body with maple stripes. 24 fret, 2 octave, rosewood fingerboard with diamond shape genuine mother of pearl position markers and rosewood headplate. Hardware and electronic specifications are the same as the Supreme model.

MOCKINGBIRD BASS Available in koa neck and body with maple stripes or maple body and neck with rosewood stripes, 24 fret, 2 octave rosewood fingerboard with diamond shape genuine mother of pearl position markers and rosewood headplate. The Mockingbird Bass features our standard electronic circuit, B.C. Rich brass bridge, Grover Imperial 145 C machine heads, Straplok System, DiMarzio or Bill Lawrence "P" bass pick ups, 24% nickle frets, brass truss rod cover, and genuine bone nut.

BICH SIX STRING GUITAR features all of the RICH BICH styling, hardware, inlay, and electronics in a six string model.

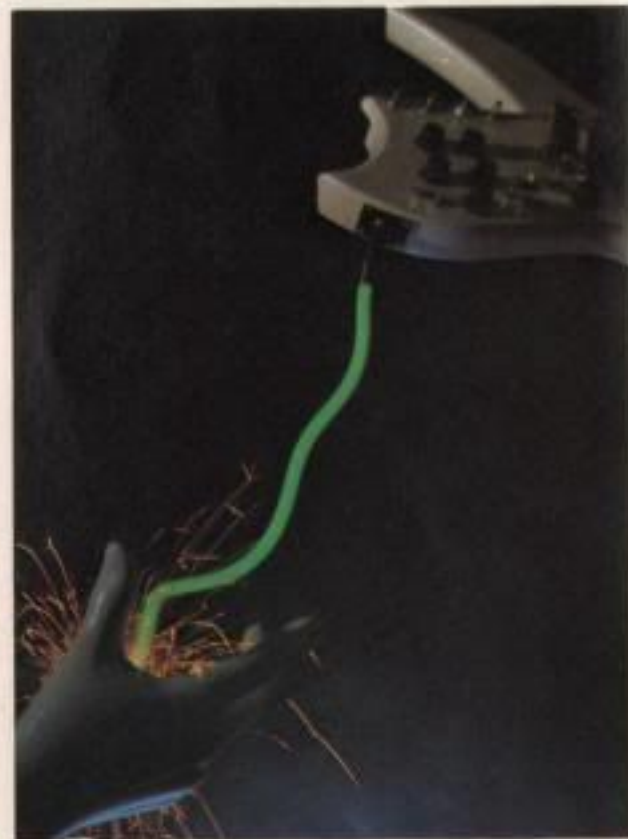
BICH FOUR STRING BASS features all of the RICH BICH BASS styling, hardware, inlay and electronics in a four string model.



B.C. Rich Strings and Straps



Quadmatic[®] Brass Bridge



B.C. Rich Glo Cords

We at B.C. Rich would like to take this opportunity to welcome in the new decade by giving our instruments a new look for the 80's.

We started off by adding our own machined brass bridge. On the guitar it's a four way adjustable bridge designed for optimum performance. The entire bridge adjusts forward or backward and up or down, and each string guide adjusts to suit every crown and intonation necessary to accommodate all string gauges. Anchored to the guitar by

solid brass studs and bushings, it is by far the most elegant and suitable bridge available.

We've also added a full array of Pearlessence finishes and along with our standard colors, they're guaranteed to knock your eyes out! And, of course, we still special order. Here's to the 80's.

B.C. Rich



EAGLE STANDARD Our Standard Eagle guitar features the same specifications and hardware as the Mockingbird Standard.

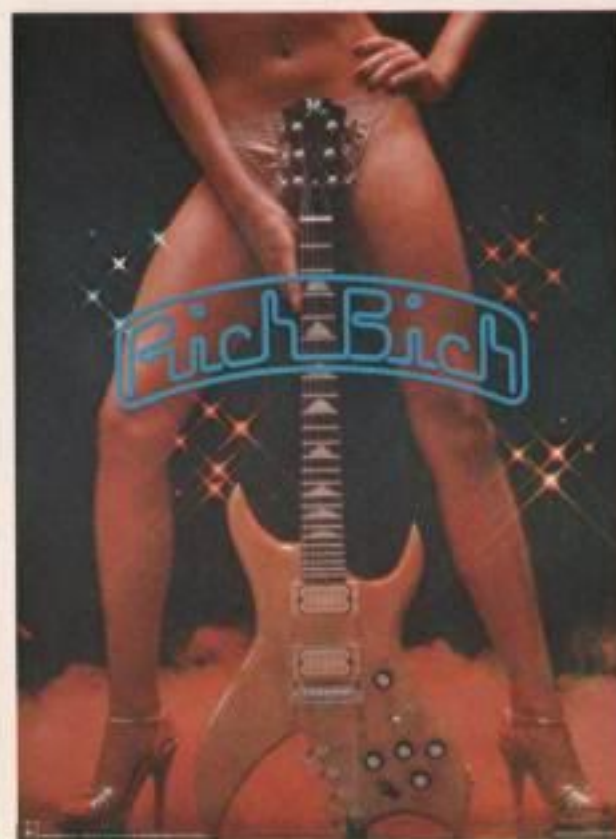
EAGLE BASS Our Eagle Bass features the same specifications and hardware as the Mockingbird Bass.



14K Gold "R" Logo Pendant



B.C. Rich T-Shirt



RICH BICH Poster

B.C. RICH

B.C. RICH, 4770 Valley Blvd., Suite 117, Los Angeles, California 90032

FRIENDS

JOHN A.
CARLOS ALOMAR
RON AUEVOCHS
JOHN AVILA
BOB BARTH
GENE BARKIN
GEORGE BIONDO
BILL BODINE
TIM BOGERT
DANE BRAMAGE
AB BRYANT
GEEZER BUTLER
FRANK CARRILLO
MIKE CHAPMAN
CRAIG CHAQUICO
DONNY CHESILBACK
GENE CORNISH
JIMMY CRESPO

JAMIE CROMPTON
NITE BOB CZAYKOWSKI
RICK DERRINGER
MICK DYCHE
BERNARD EDWARDS
JIMMY ESPINOSA
EDDIE ESTRADA
DON FELDER
BRIAN FEDESNA
LITA FORD
STEVE FRIEDMAN
BOBBY FRISS
CLARK GARMEN
NEIL GERALDO
TSUGUTOSHI GOTO
ROB GRANGE
SAL GUGLIELMI
JOSH HANNA

CARL HARVEY
JIMMY HASLIP
BILLY HAYNES
ENRIQUE HEREDIA
RENE HEREDIA
TOBY HOLMES
JON HUEMME
STEVE HUNTER
RANDY JACKSON
PRAKASH JOHN
FATS JOHNSON
LEON JOHNSON
RAY JONES
PAUL KANTNER
CAROL KAYE
DANELLE KERN
LARRY KLEIN
AL KOOPER



DAVID KREINER
JIM KRUEGER
BOB KULICK
BRUCE KULICK
GREG LEE
CARTER LALOGUE
DAVID LINDLEY
MARIO LUNA
LORI McALLISTOR
MIKE McBAY
FUNKY JOHN McCLAIN
KEVIN McCORMICK
BARRY McGUIRE
CRAIG McMULLEN
NEIL MERRYWEATHER
LENNY MICHAELS
KIMIO MIZUTANI
NEAL MOSER

GEORGE MURRAY
LOZ NETTO
RIC OCASEK
EDDIE OJEDA
MICHAEL OSBOURNE
H. MICHAEL OSUNA
PAG
ROBERT PALMER
JOE PERRY
CHRIS POLAND
SUZI QUATRO
LOU REED
JIM RODFORD
NILE ROGERS
DAVID RULE
STEWART SAMUELSON
BARRY SCOTT
SPENCER SERCOMBE
SCOTT SHEETS

ISMAEL SOTO
STEVE STABILE
TIM STEVENS
DEREK ST. HOLMES
GREG TAWA
TREY THOMPSON
DOMENIC TROIANO
LEN TUCKEY
MICHAEL TURPIN
ROL VARANESE
JAMES VOLPICELLI
DICK WAGNER
DANNY WEISS
BRAD WHITFORD
JOHN WILKINSON
SKIP WISE
MIKE WOLDT
MAKIO YASUTA